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# *Consumer* **PURCHASES OF FRUITS AND JUICES**

*in September*  
**1953**



**UNITED STATES DEPARTMENT OF AGRICULTURE  
BUREAU OF AGRICULTURAL ECONOMICS  
AND  
FRUIT AND VEGETABLE BRANCH  
PRODUCTION AND MARKETING ADMINISTRATION**

**WASHINGTON 25, D. C.  
October 1953**

## FOREWORD

This report presents estimated total consumer purchases of fresh citrus fruits, canned juices, frozen concentrated juices and ades, and dried fruits. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 4,300 household consumers. The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.



CONSUMER PURCHASES OF FRUITS AND JUICES  
IN SEPTEMBER 1953

The data in this report represent estimated total purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length

SUMMARY

Frozen concentrated orange juice purchases by householders remained at a near record volume of 4,300,000 gallons during September 1953, although prices consumers paid continued to increase. Prices paid were up more than one-half cent per 6-ounce can, averaging 18.4 cents, the highest since December 1951. Larger purchases of frozen orange juice and fresh oranges than a year ago more than offset smaller purchases of canned single-strength orange juice. Combined purchases totaled 5,500,000 boxes of fruit (fresh equivalent basis), 10 percent more than in this month last year. Prices consumers paid for California-Arizona oranges averaged 37 cents per dozen, nearly 6 cents less than in September a year ago. Prices paid for canned single-strength orange juice averaged almost 33 cents per 46-ounce can, about 4 cents higher than last year.

Purchases of canned "single-strength" orangeade were one-third as large as those of canned orange juice although they declined seasonally to 413,000 cases. Prices paid averaged about 28 cents per 46-ounce can.

Householders' purchases of canned single-strength grapefruit juice and fresh grapefruit during the month totaled 942,000 boxes of fruit (fresh equivalent basis), 10 percent less than in September 1952. This resulted from a decline of one-sixth in canned grapefruit juice purchases, partly in response to considerably higher prices.

Purchases of fresh lemons, lemon juice and concentrates for lemonade by householders during September were equal to 684,000 boxes of fresh fruit. A year ago this total was equal to only 461,000 boxes of lemons. Purchases of fresh lemons were up almost a third from a year earlier, while at the same time, purchases of juice were up almost one-fourth on a fresh equivalent basis and purchases of concentrate for lemonade more than doubled. Consumers paid a little more for fresh lemons and canned and bottled lemon juice than in September 1952, but prices paid for concentrates for lemonade were almost unchanged.

Consumer purchases of canned single-strength juices during September amounted to 6,600,000 cases, a half million cases less than in the preceding month and 5 percent less than a year earlier. Prices paid averaged a little higher than a year ago for all major canned juices except tomato juice. Prices paid for canned citrus juices increased most.

In September, householders bought nearly 3,900 tons of dried prunes, about 5 percent more than a year earlier, although prices paid were up an average of 3 cents per pound. Purchases did not increase compared to August as much as in recent years. On the basis of consumer reports, dried apricot purchases totaled approximately 260 tons; prices were higher.

## FROZEN JUICES AND ADES

Householders bought nearly 4,300,000 gallons of frozen concentrated orange juice during September 1953, practically the same amount as in the preceding month, but about one-tenth more than in September last year (table 2). Prices consumers paid for frozen orange juice increased to an average of 18.4 cents per 6-ounce can, up more than half a cent from August and 2 cents per can more than in September a year ago. This was the highest average price paid by consumers since December 1951.

Although the percentage of families reporting the purchase of frozen orange juice declined slightly compared to the preceding month this was offset by slightly larger average purchases per buying family. Purchases averaged about  $6\frac{1}{2}$  of the 6-ounce cans per buying family (table 2).

Frozen orange juice purchases by households totaled almost one-fifth more during the period January-September 1953, than in the corresponding period a year ago while prices consumers paid averaged about the same.

Purchases of frozen concentrated grape juice by households during September amounted to 342,000 gallons, almost unchanged from the preceding month but almost 50 percent more than in September last year (table 2). Prices consumers paid averaged nearly one cent higher than in August but were practically the same as a year ago, 22.2 cents per 6-ounce can.

About 6 percent of the families reported buying frozen grape juice during September compared with 31 percent that bought frozen orange juice. Compared with the corresponding month last year almost half again as many families bought frozen grape juice in September, while only a sixth more bought frozen orange juice (table 2).

Frozen concentrated lemonade purchases by households declined seasonally, amounting to 762,000 gallons in September (table 2). This, however, was more than double the quantity purchased by households in the corresponding month last year. An average price of 17.6 cents per 6-ounce can was paid by consumers during the month, unchanged from a year ago but slightly above the average in August.

The increased purchases of frozen lemonade compared with September last year were primarily the result of more families buying the product. Eleven percent purchased this September compared with less than 6 percent last year (table 2). Buying families purchased an average of  $3\frac{1}{3}$  of the 6-ounce cans during the month, an increase of  $\frac{1}{3}$  of a can over this month last year.

Householders' purchases of shelf-pack lemonade concentrate amounted to 62,000 gallons in September, down seasonally from August but somewhat above the amount bought a year earlier (table 2). Prices paid for this product averaged 14.9 cents per 6-ounce can, unchanged from the preceding month and about the same as in September 1952.



Canned "single-strength" orangeade purchases by householders decreased to 413,000 cases (equivalent 24 No. 2 cans) in September compared with purchases of 509,000 cases in the preceding month. This decline appeared to be somewhat seasonal. Purchases, however, were a third larger than in September last year and were one-third as large as household purchases of canned single-strength orange juice (table 1).

Householders during September, bought more shelf-pack orangeade concentrate and frozen orangeade concentrate than a year earlier. These purchases totaled 197,000 gallons and 62,000 gallons, respectively. Prices paid for shelf-pack orangeade concentrate averaged 15.9 cents per 6-ounce can while the same size can of frozen orangeade averaged 17.3 cents. This represented an increase of almost 1 cent per can compared with a year ago, in the price paid for shelf-pack orangeade concentrate (table 2).

### CANNED JUICES

Purchases of canned single-strength juices by householders totaled 6,600,000 cases (equivalent No. 2 cans) during September 1953 (table 1). September purchases were down a half million cases from the preceding month and were 5 percent less than in September a year ago. Compared with a year earlier, householders bought less of all major canned single-strength citrus juices except lemon juice, while their purchases of grape and prune juices were larger. Prices of all major canned single-strength juices except tomato juice were a little higher than a year ago, the gain being largest for the principal citrus juices.

Householders bought about 1,200,000 cases (equivalent No. 2 cans) of canned single-strength orange juice during September, down 15 percent from a year ago (table 1). They paid an average of 33 cents per 46-ounce can. This volume was the smallest, and prices paid the highest, for any month in more than two years. Compared with September 1952 the smaller volume of orange juice purchased by householders was due to fewer families buying—almost 12 per 100 in September 1953 compared with nearly 14 per 100. Average purchases of families buying were about the same, approximately  $2\frac{1}{4}$  of the 46-ounce cans.

Consumers bought about 784,000 cases (equivalent No. 2 cans) of canned grapefruit juice during September, about one-sixth less than a year earlier (table 1). Prices paid averaged 27 cents per 46-ounce can, one-fifth more than in September a year ago. Somewhat fewer families bought grapefruit juice in September than a year earlier—about 9 per 100, and their purchases averaged lower, amounting to slightly less than 2 of the 46-ounce cans compared with  $2\frac{1}{5}$  cans in September 1952.

Householders bought only 265,000 cases (equivalent No. 2 cans) of orange-grapefruit blended juice during September. This volume was down one-fifth from a year ago and was the smallest amount reported for any month since

this series began (table 1). Prices paid averaged 31 cents per 46-ounce can, one-fifth more than year ago. Both number of families buying and average purchases per buying family were down.

Household purchases of canned and bottled lemon juice were equal to 94,000 cases of No. 2 cans during September, compared with 81,000 cases a year earlier (table 1). This gain was made at the same time that purchases of fresh lemons by householders rose almost one-third and purchases of concentrate for lemonade more than doubled. Consumers paid an average of 13 cents per 5½ ounce can for lemon juice during September, 2 cents more than a year earlier.

Purchases of pineapple juice by householders amounted to 1,300,000 cases (equivalent No. 2 cans) during September, nearly the same as in September a year ago (table 1). Prices paid averaged 30.5 cents per 46-ounce can, 1½ cents more than a year earlier. September was the third month in a row in which the average price paid for pineapple juice was less than the average price of canned orange juice.

Householders bought 1,500,000 cases (equivalent No. 2 cans) of tomato juice during September, about the same as in this month last year (table 1). Prices paid averaged almost 27 cents per 46-ounce can, down nearly one cent from a year ago.

Householders' purchases of prune juice during September were equal to about 443,000 cases of No. 2 cans, up more than one-tenth from a year earlier (table 1). Prices paid averaged a little more than 33 cents per 32-ounce bottle, about 1 cent more than in September 1952. Prune juice was bought by almost 7 out of 100 families during September, slightly more than a year earlier, and their purchases averaged almost 2 of the 32-ounce bottles per buying family, about 7 ounces more than in September 1952.

#### FRESH CITRUS FRUIT

Purchases of fresh oranges by householders amounted to almost 1,650,000 boxes in September, up more than two-fifths from a year ago (table 3). This increase was the result of much larger purchases of California-Arizona oranges, since there were few purchases of Florida oranges because of the seasonally small supply.

Consumers paid an average price of 37 cents per dozen for California-Arizona oranges during September, almost 6 cents less than a year earlier (table 3). In addition, the size of California-Arizona oranges available to consumers during September averaged slightly larger than a year earlier.

California-Arizona oranges were bought by 1 family out of 4 during September. A year ago less than 1 family in 5 made purchases. Families buying during September bought an average of about 2-1/3 dozens compared with about 2 dozens a year earlier (table 3).



September marked the season low in household purchases of fresh grapefruit. Purchases amounted to 221,000 boxes during the month, compared with 150,000 boxes a year earlier (table 3). Prices paid averaged \$1.04 per dozen, almost the same as in September a year ago. The average size of grapefruit, however, was considerably larger in September 1953.

Consumers bought about 355,000 boxes of fresh lemons during September, almost one-third more than in the corresponding month a year earlier (fig. 8). Prices paid averaged 48 cents per dozen, almost 3 cents more than in September last year, and the highest monthly average reported since July 1952.

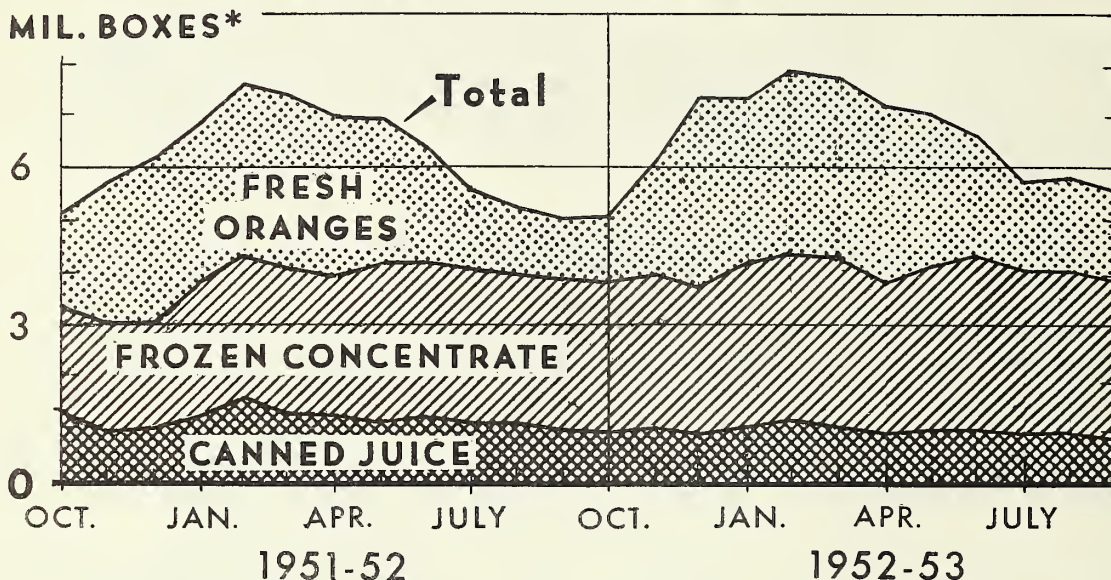
#### DRIED FRUIT

Householders bought nearly 3,900 tons of dried prunes in September, about 5 percent more than in this month last year (table 4). Contrary to the situation in recent years, there was only a moderate increase in purchases of dried prunes in September compared with the preceding month. Consumers paid an average of 27.4 cents per pound for dried prunes, up slightly from August and nearly 3 cents per pound more than in September last year.

The number of families buying dried prunes during the month—9.3 percent of the total—was almost unchanged from a year ago, but increased seasonally from August (table 4). Even though prices paid in most of the months during the period October 1952–September 1953 averaged somewhat higher than a year earlier, the proportion of families buying did not change materially.

About 260 tons of dried apricots were purchased by consumers during September, at an average price of 73 cents per pound (table 4). Both the volume of purchases and prices paid were somewhat higher than in September last year.

# PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



\* FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48913-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 1.--Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1951 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single- strength orange juice <sup>1/</sup>		Total	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	1,261	1,824	2,868	2,021	1,000	1,312	5,129	5,157
November	2,240	2,693	2,911	2,015	1,005	1,008	6,156	5,716
December	3,625	3,127	2,842	2,030	911	1,033	7,378	6,190
October-December <sup>2/</sup>	7,759	8,202	9,277	6,609	3,121	3,649	20,157	18,460
January	3,154	3,101	3,078	2,528	1,072	1,289	7,304	6,918
February	3,536	3,275	3,145	2,774	1,224	1,607	7,905	7,656
March	3,397	3,301	3,252	2,737	1,016	1,399	7,665	7,437
October-March <sup>2/</sup>	18,667	18,775	19,597	15,338	6,732	8,358	44,996	42,471
April	3,310	3,103	2,893	2,616	986	1,310	7,189	7,029
May	2,885	2,846	3,113	2,977	1,020	1,168	7,018	6,991
June	2,288	2,174	3,331	2,976	1,018	1,295	6,637	6,445
October-June <sup>2/</sup>	27,769	27,451	29,650	24,551	9,994	12,421	67,413	64,423
July	3/1,622	1,530	3,144	2,942	934	1,133	3/5,700	5,605
August	1,782	1,307	3,069	2,860	959	1,116	5,810	5,283
September	1,643	1,147	3,067	2,890	832	1,004	5,542	5,041
Season <sup>2/</sup>		31,738		33,908		15,923		81,569

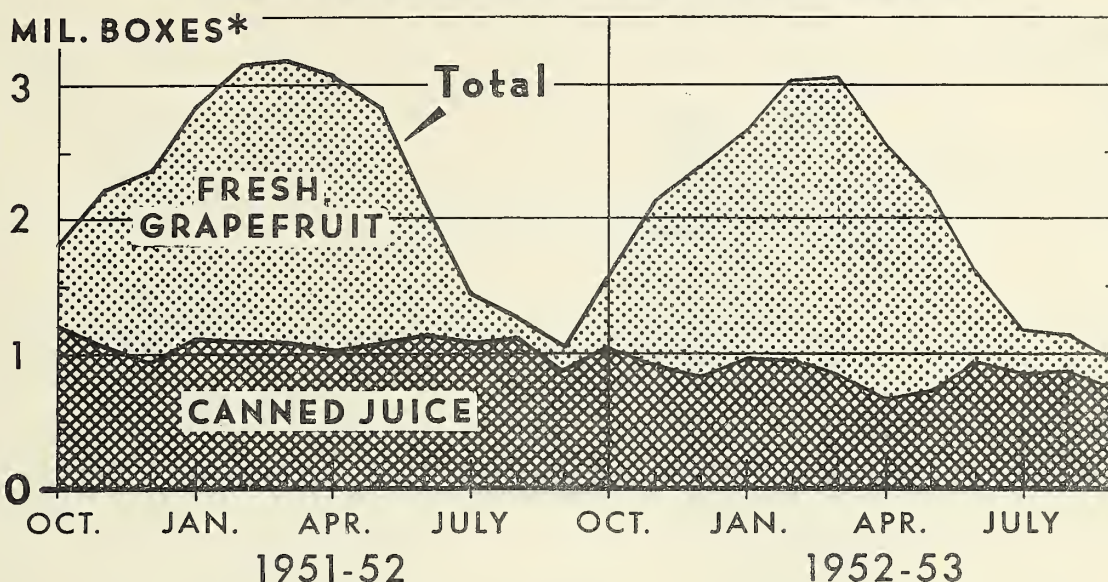
<sup>1/</sup> These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

<sup>2/</sup> The data on household purchases are based on 4 week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

<sup>3/</sup> Revised.



# PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



\* FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48914-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 2.--Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1951 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice <sup>1/</sup>		Total	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	545	606	1,030	1,201	1,575	1,807
November	1,240	1,182	900	1,055	2,140	2,237
December	1,588	1,453	808	934	2,396	2,387
October-December <sup>2/</sup>	3,738	3,638	2,952	3,478	6,690	7,116
January	1,703	1,732	975	1,110	2,678	2,842
February	2,093	2,033	913	1,099	3,006	3,132
March	2,216	2,113	835	1,082	3,051	3,195
October-March <sup>2/</sup>	10,284	10,026	5,884	7,056	16,168	17,082
April	1,848	2,061	687	1,018	2,535	3,079
May	1,446	1,760	748	1,083	2,194	2,843
June	686	986	924	1,133	1,610	2,119
October-June <sup>2/</sup>	14,494	15,447	8,427	10,534	22,921	25,681
July	3,305	363	851	1,087	3,156	1,450
August	267	179	874	1,100	1,441	1,279
September	221	150	721	898	942	1,048
Season <sup>2/</sup>		15,907		13,849		29,756

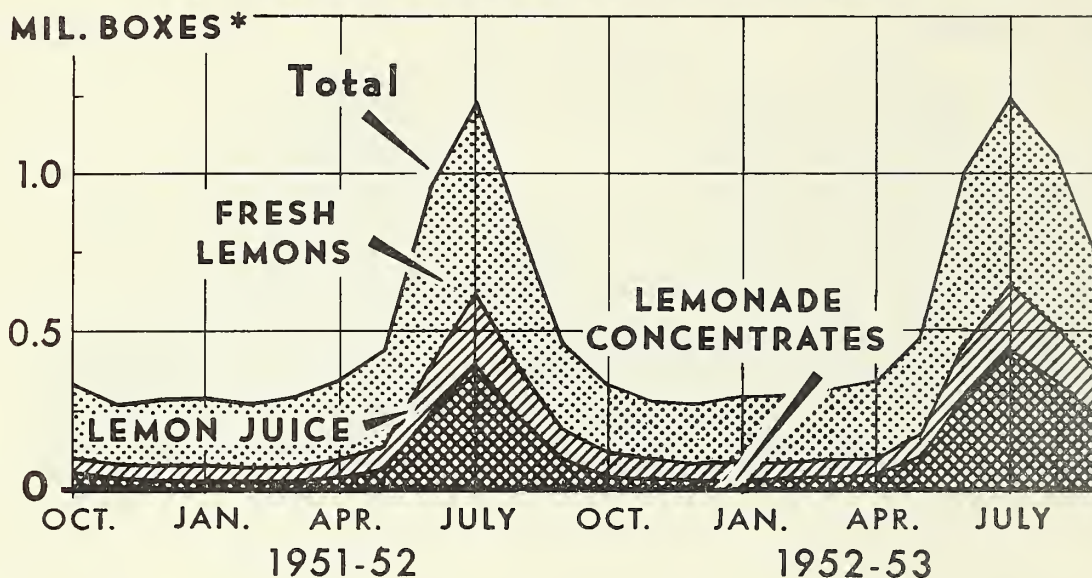
<sup>1/</sup> These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

<sup>2/</sup> The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

<sup>3/</sup> Revised



# PURCHASES OF LEMON PRODUCTS BY CONSUMERS



\* FRESH LEMON EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48915-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 3.—Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1951 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	209	236	69	47	39	40	41	45	319	328
November	184	192	60	47	27	27	29	31	273	270
December	190	209	50	48	19	19	21	22	261	279
October-December 3/	634	683	191	160	88	92	95	106	920	949
January	210	206	57	53	20	22	24	24	291	283
February	218	202	47	45	23	18	27	23	292	270
March	229	218	57	51	29	21	33	25	319	294
October-March 3/	1,346	1,369	368	318	165	156	186	182	1,900	1,869
April	242	251	52	60	39	33	45	38	339	349
May	307	308	73	72	87	55	95	65	475	445
June	348	577	169	144	271	205	289	239	1,006	960
October-June 3/	2,562	2,589	688	615	598	469	654	547	3,904	3,751
July	587	598	206	225	404	356	436	400	1,229	1,223
August	558	452	163	151	310	200	334	228	1,055	831
September	355	269	116	94	197	86	213	98	684	461
Season 3/		4,012		1,130		1,134		1,298		6,440

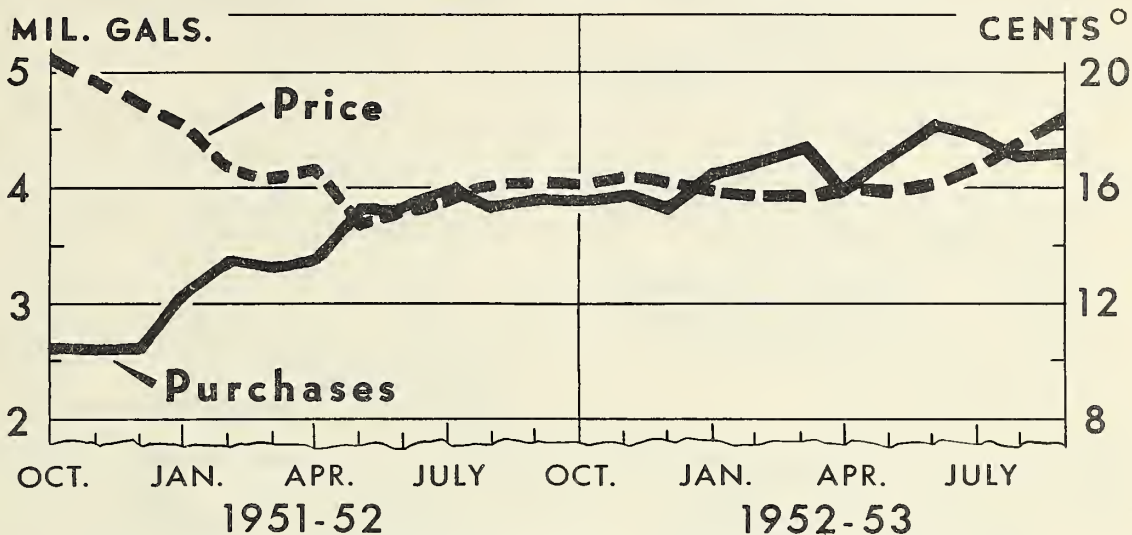
1/ Includes canned single strength lemon juice and small quantities of frozen concentrated and frozen single strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase total for each 3-month period.

# FROZEN CONCENTRATED ORANGE JUICE

## Consumer Purchases and Prices Paid



\*PRICES PAID BY HOUSEHOLD CONSUMERS

°PER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48916-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 4.--Frozen concentrated orange juice: Consumer purchases and average price paid, October 1951 to date

Period	Purchases		Average prices per 6 oz. can	
	1952-53	1951-52	1952-53	1951-52
	1,000 gallons	1,000 gallons	Cents	Cents
October	3,871	2,608	16.1	20.4
November	3,929	2,600	16.3	19.7
December	3,836	2,619	16.1	19.1
October-December 1/	12,519	8,528		
January	4,126	3,060	15.8	18.2
February	4,216	3,358	15.7	16.7
March	4,359	3,314	15.8	16.3
October-March 1/	26,353	19,096		
April	3,963	3,350	16.0	16.5
May	4,265	3,812	15.9	14.8
June	4,563	3,811	16.1	15.3
October-June 1/	40,124	30,893		
July	4,403	3,970	16.6	15.6
August	4,299	3,859	17.7	16.1
September	4,295	3,900	18.4	16.2
Season 1/		43,521		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparison between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

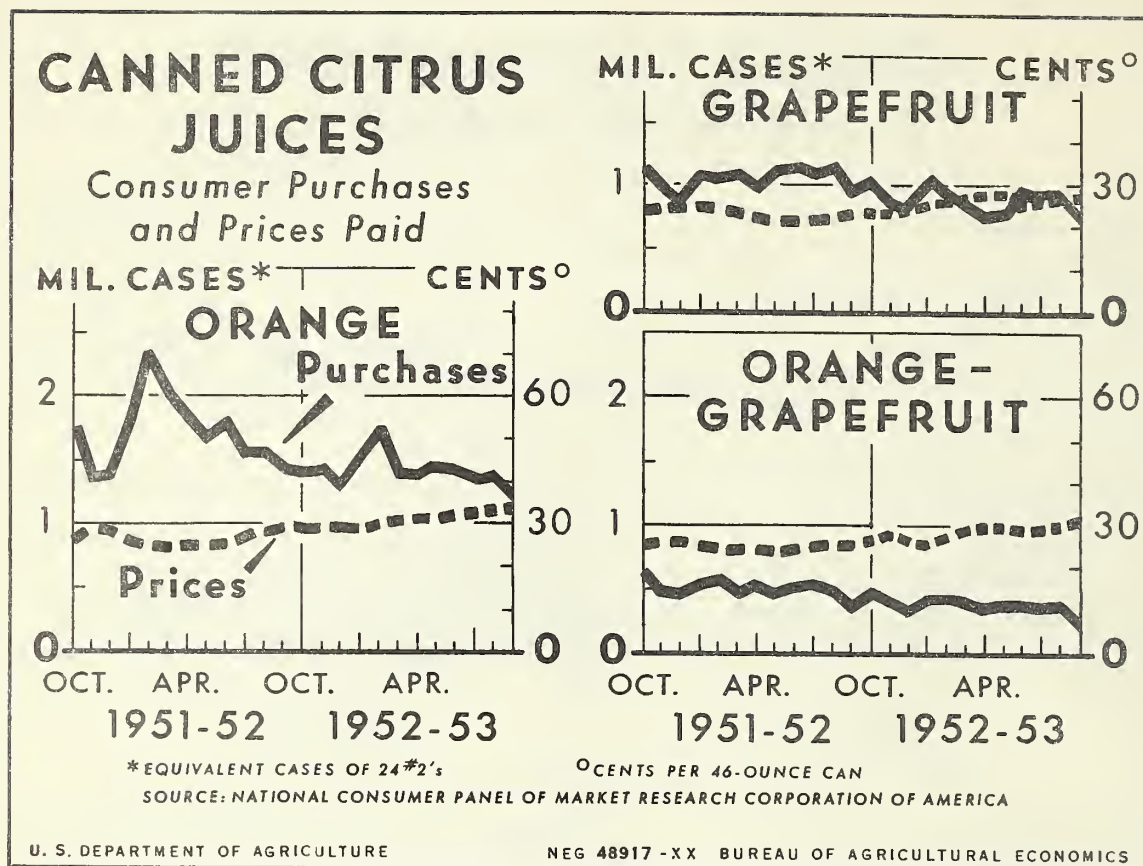


Fig. 5.--Canned citrus juices: Consumer purchases and average prices paid, October 1951 to date

Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average prices		Purchases		Average prices		Purchases		Average prices	
	1952-53 <sup>1</sup>	1951-52 <sup>1</sup>	1952-53 <sup>1</sup>	1951-52 <sup>1</sup>	1952-53 <sup>1</sup>	1951-52 <sup>1</sup>	1952-53 <sup>1</sup>	1951-52 <sup>1</sup>	1952-53 <sup>1</sup>	1951-52 <sup>1</sup>	1952-53 <sup>1</sup>	1951-52 <sup>1</sup>
	1,000 cases	1,000 cases	Cents	Cents	1,000 cases	1,000 cases	Cents	Cents	1,000 cases	1,000 cases	Cents	Cents
October	1,375	1,728	28.8	26.7	1,001	1,099	23.0	23.1	450	611	26.4	25.0
November	1,412	1,325	29.6	28.3	875	996	23.6	23.7	393	477	27.0	26.2
December	1,292	1,377	29.6	28.2	797	868	24.2	23.8	330	448	26.9	25.8
October-December 2/	4,362	4,830			2,883	3,240			1,263	1,656		
January	1,497	1,812	28.6	26.6	1,012	1,058	25.3	24.0	413	528	26.6	25.3
February	1,720	2,309	29.7	24.6	915	1,041	26.0	23.1	452	557	27.4	24.4
March	1,411	2,016	30.5	24.4	840	1,062	27.0	22.2	408	474	29.2	23.4
October-March 2/	9,414	11,570			5,859	6,692			2,640	3,343		
April	1,402	1,817	30.6	24.9	704	988	27.2	21.9	352	506	29.2	24.0
May	1,440	1,615	30.9	25.1	766	1,091	27.2	21.2	383	460	29.2	23.7
June	1,436	1,790	31.1	25.3	991	1,126	26.4	21.2	384	511	29.3	24.5
October-June 2/	14,023	17,491			8,505	10,136			3,860	4,937		
July	1,329	1,540	31.5	27.1	906	1,075	26.8	22.1	351	524	29.4	24.9
August	1,362	1,538	32.3	27.7	929	1,116	27.2	22.3	363	473	31.5	25.6
September	1,208	1,428	32.9	29.0	784	936	27.4	22.9	265	336	31.3	25.9
Season 2/		22,036				13,491				6,383		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



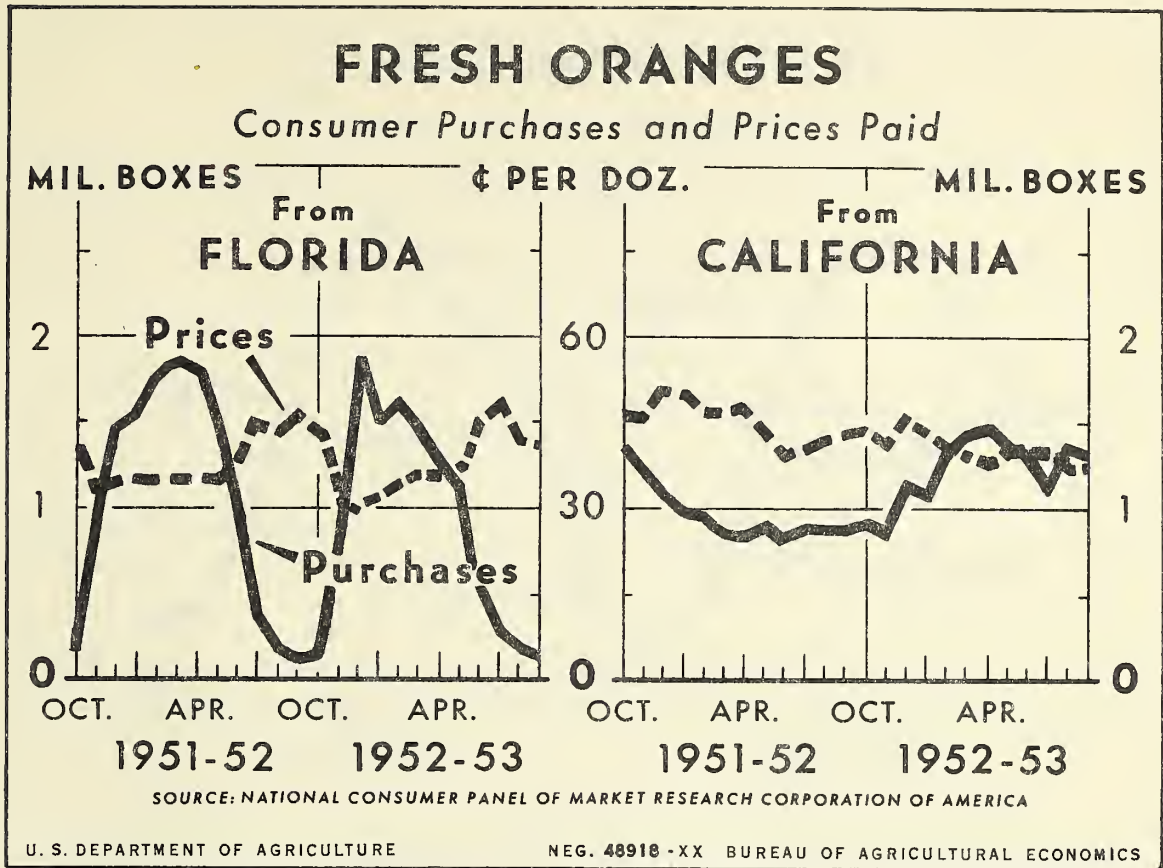


Fig. 6.--Florida and California-Arizona fresh oranges: Consumer purchases and average prices paid, October 1951 to date

Period	Florida				California-Arizona			
	Purchases		Average prices per dozen		Purchases		Average prices per dozen	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	138	166	42.4	40.7	933	1,371	43.3	47.0
November	947	981	30.3	32.8	866	1,186	41.7	45.2
December	1,870	1,468	29.3	34.8	1,147	1,116	45.8	50.8
October-December 1/	3,307	2,921			3,087	3,874		
January	1,520	1,565	31.8	34.6	1,072	974	43.2	50.5
February	1,600	1,735	34.1	34.0	1,305	956	40.7	46.5
March	1,474	1,869	35.6	34.8	1,144	862	39.3	46.6
October-March 1/	8,252	8,572			7,233	6,917		
April	1,347	1,809	35.6	35.3	1,494	826	38.9	47.2
May	1,137	1,521	37.0	35.2	1,352	885	41.1	42.2
June	617	969	44.3	38.0	1,350	826	40.1	38.7
October-June 1/	11,586	13,155			11,733	9,632		
July	256	392	47.8	44.6	1,127	884	39.2	39.8
August	190	195	42.0	43.7	1,376	876	36.7	41.2
September	130	117	41.3	45.1	1,331	865	37.1	42.9
Season 1/		13,893				12,483		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

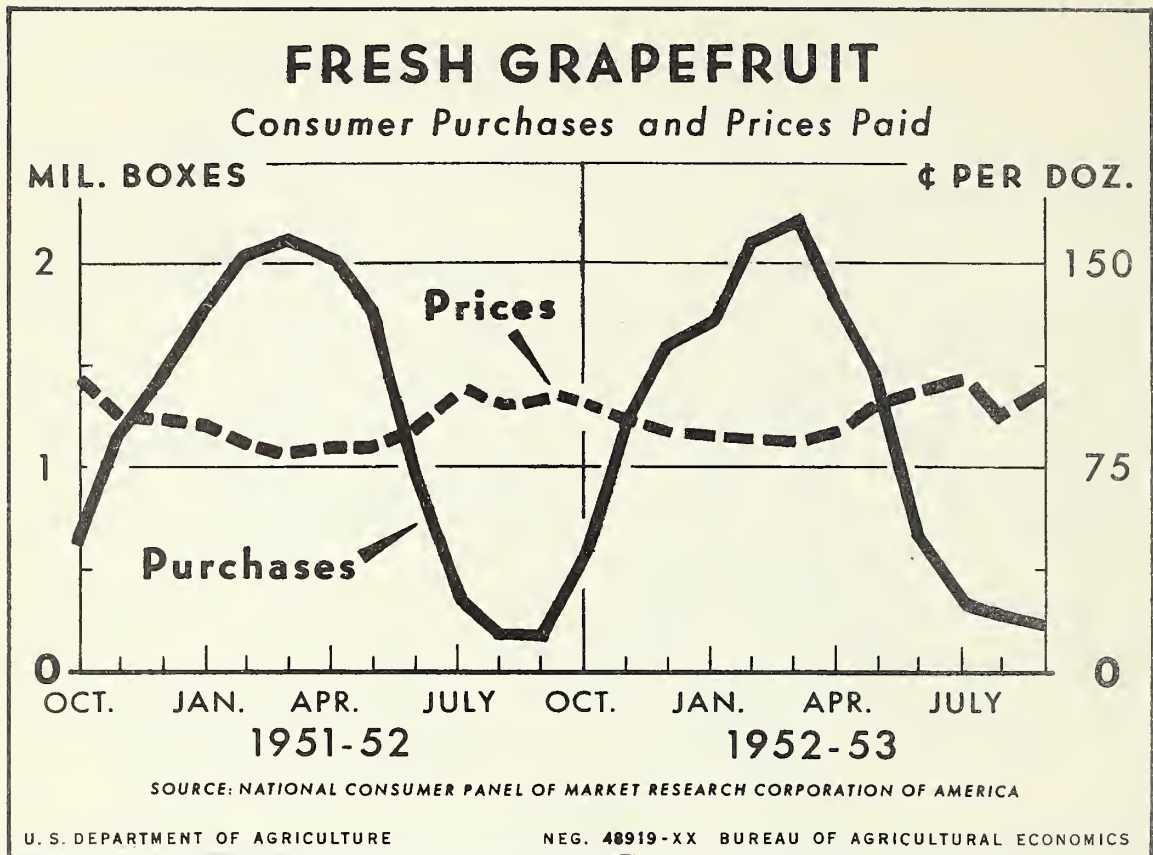


Fig. 7.--Fresh grapefruit: Consumer purchases and average prices paid, October 1951 to date

Period	Purchases		Average prices per dozen	
	1952-53	1951-52	1952-53	1951-52
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	545	606	99.0	106.0
November	1,240	1,182	90.8	93.5
December	1,588	1,453	87.3	92.4
October-December 1/	3,738	3,638		
January	1,703	1,732	87.5	90.7
February	2,093	2,033	85.3	84.1
March	2,216	2,113	84.4	81.8
October-March 1/	10,284	10,026		
April	1,848	2,061	88.9	83.0
May	1,446	1,760	95.9	84.4
June	686	986	103.9	90.9
October-June 1/	14,494	15,147		
July	2/305	363	105.9	105.4
August	267	179	94.0	99.4
September	221	150	103.6	102.3
Season 1/		15,907		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

2/ Revised

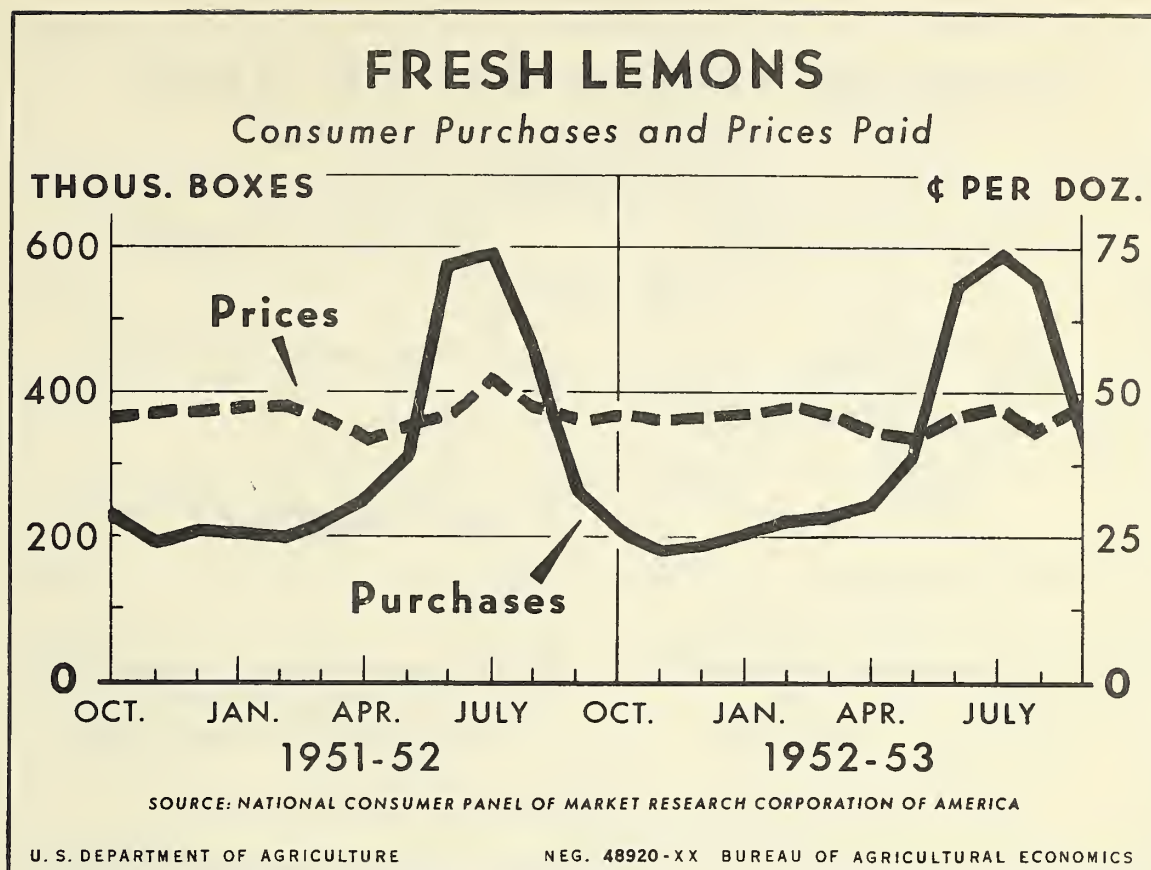


Fig. 8.--Fresh lemons: Consumer purchases and average prices paid, October 1951 to date

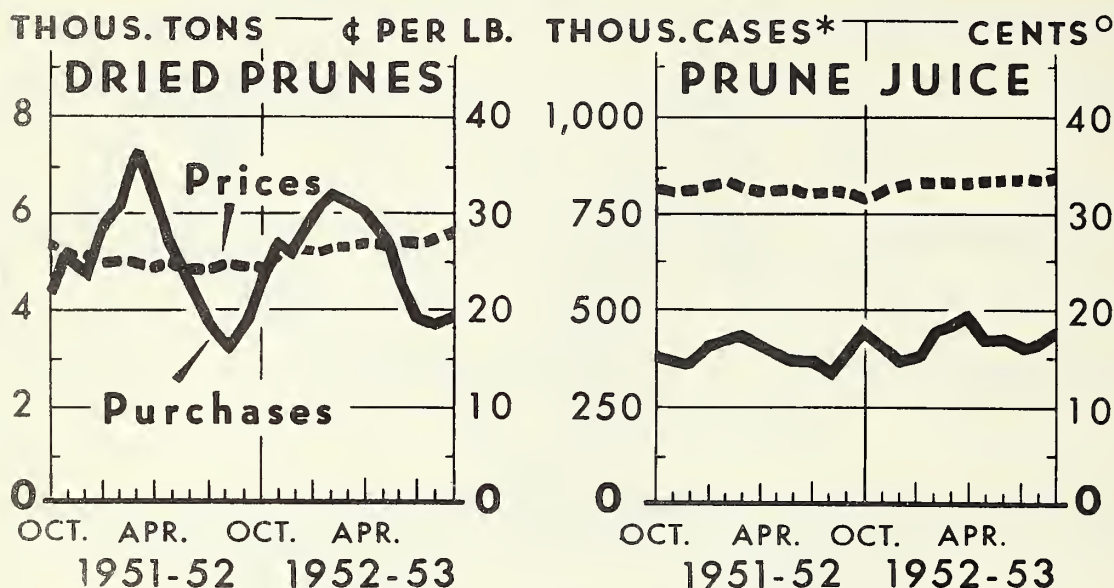
Period	Purchases		Average prices per dozen	
	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	Cents	Cents
October	209	236	45.7	45.2
November	184	192	45.3	46.7
December	190	209	46.4	46.8
October-December 1/	634	683		
January	210	206	46.3	47.4
February	218	202	47.2	47.8
March	229	218	45.9	45.9
October-March 1/	1,346	1,369		
April	242	251	43.8	42.9
May	307	308	42.7	44.2
June	548	577	45.6	45.6
October-June 1/	2,562	2,589		
July	587	598	46.8	51.5
August	558	452	43.4	47.8
September	355	269	48.0	45.4
Season 1/		4,012		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# DRIED PRUNES & PRUNE JUICE

## Consumer Purchases and Prices Paid



\* EQUIVALENT CASES OF 24 #2's

<sup>o</sup> CENTS PER 32-OUNCE BOTTLE

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48921-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 9.—Dried prunes and prune juice: Consumer purchases and average prices paid, October 1951 to date

Period	Dried prunes				Prune juice			
	Purchases		Average prices		Purchases		Average prices	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	Tons	Tons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	4,650	4,391	24.7	26.5	447	373	31.8	32.6
November	5,353	5,184	25.3	25.8	399	362	32.5	32.5
December	5,047	4,793	26.3	25.4	375	357	32.7	32.5
October-December 2/	16,204	15,871			1,317	1,220		
January	6,148	5,884	26.2	25.0	383	396	33.3	32.3
February	6,436	6,292	26.3	25.1	442	445	33.1	32.9
March	6,278	7,276	26.7	24.5	454	435	33.1	32.5
October-March 2/	36,945	37,068			2,711	2,578		
April	6,083	6,410	27.0	24.5	491	417	33.2	32.2
May	5,326	5,412	26.6	24.7	422	379	33.5	32.1
June	4,643	4,351	27.1	23.7	435	363	33.6	32.3
October-June 2/	54,077	53,786			4,139	3,837		
July	3,780	3,692	27.0	24.1	402	363	33.6	31.8
August	3,748	3,176	27.1	24.5	410	333	33.1	32.2
September	3,887	3,701	27.4	24.6	443	398	33.4	32.0
Season 2/		65,442				5,011		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Canned single-strength juices and ades: U. S. total consumer purchases and average prices, September 1953 and 1952 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1953	1952	1953	1952	Purchases		Quantity per purchase			1953	1952
					1953	1952	1953	1952			
Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents	
Canned juices											
Orange	11.6	13.8	1,208	1,428	1.8	1.8	58.1	57.2	46	32.9	29.0
Grapefruit	8.9	9.4	784	936	1.6	1.7	55.4	59.2	46	27.4	22.9
Orange & gpft. blend	3.4	3.8	265	336	1.5	1.6	51.7	56.2	46	31.3	25.9
Lemon	5.0	3.6	94	81	1.3	1.3	14.3	15.3	5½	13.1	11.2
Grape	5.2	4.8	223	179	1.4	1.3	30.9	28.3	32	40.5	37.8
Pineapple	15.3	15.0	1,295	1,266	1.6	1.5	53.1	52.8	46	30.5	29.0
Prune	6.9	6.5	443	398	1.7	1.6	37.2	35.2	32	33.4	32.0
Tomato	18.2	17.4	1,543	1,515	1.6	1.7	52.0	49.8	46	26.6	27.5
Total 2/	50.9	48.8	6,607	6,989	2.7	2.8	47.6	49.1			
Canned ades											
Orangeade	3.8	2.7	413	302	1.6	1.8	67.2	64.3	46	27.8	26.9

1/ Equivalent cases of No. 2 cans - 432 ounces per case.

2/ Includes other canned single-strength juices.

National Consumer Panel of Market Research Corporation of America.

Table 2.--Frozen concentrated juices and ade bases: U. S. total consumer purchases and average prices, September 1953 and 1952 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
					Purchases		Quantity per purchase				
	1953	1952	1953	1952	1953	1952	1953	1952		1953	1952
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces		Ounces	Cents
Frozen concentrated juices											
Orange	31.1	26.7	4,295	3,900	2.4	2.5	16.4	16.1	6	18.4	16.2
Grape	5.9	4.1	342	229	1.6	1.4	10.9	10.8	6	22.2	22.3
Other concentrates	1/	1/	241	54	1/	1/	11.8	12.8	6	17.0	17.8
Total 2/	33.5	28.2	4,878	4,281	2.7	2.7	15.5	15.5			
Ade bases											
Frozen											
Concentrate for lemonade	11.1	5.6	762	355	1.4	1.5	14.3	11.8	6	17.6	17.6
Shelf pack											
Lemonade	1.5	3/	62	3/	1.1	3/	10.9	3/	6	14.9	3/
Orangeade	2.9	2.4	197	173	1.5	1.4	13.0	14.7	6	15.9	15.0

1/ Information not available.

2/ Total includes small purchases of grapefruit, orange-grapefruit blended, and other frozen concentrated juices.

3/ Too few purchases reported for analyses.

National Consumer Panel of Market Research Corporation of America.

Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, September 1953 and 1952 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1953	1952	1953	1952	1953	1952	1953	1952	1953	1952
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Number	Number	Cents	Cents
Oranges										
California-Arizona	24.9	18.5	1,331	865	2.1	2.0	13.3	12.3	37.1	42.9
Florida	3.0	2.8	130	117	1.6	1.7	12.1	10.9	41.3	45.1
Unidentified	5.2	5.4	172	156	1.5	1.5	11.6	10.0	41.5	46.6
Total 1/	30.4	24.1	1,643	1,147	2.1	2.1	13.0	11.8	37.8	43.7
Grapefruit										
California-Arizona	2.9	1.8	103	58	1.4	1.7	4.7	3.8	86.6	100.8
Florida	1.7	1.0	38	25	1.2	1.4	3.1	2.7	122.7	123.4
Unidentified	3.1	2.1	76	57	1.3	1.4	3.5	3.9	119.6	98.2
Total 1/	6.9	4.7	221	150	1.5	1.7	4.0	3.7	103.6	102.3
Lemons	28.4	21.3	355	269	1.6	1.6	6.3	6.4	48.0	45.4
Total	47.9	39.0	2,219	1,566	2.5	2.4	9.7	9.1	42.5	46.1

1/ Includes small purchases of Texas fruit.

National Consumer Panel of Market Research Corporation of America.

Table 4.--Dried fruit: U. S. total consumer purchases and average price, September 1953 and 1952 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per pound	
					Purchases		Quantity per purchase			
	1953	1952	1953	1952	1953	1952	1953	1952	1953	1952
	Percent	Percent	Tons	Tons	Number	Number	Ounces	Ounces	Cents	Cents
Apricots	1.4	1.2	260	226	1.1	1.2	12.2	12.1	73.4	64.8
Prunes	9.3	9.1	3,887	3,701	1.4	1.4	21.9	21.7	27.4	24.6

National Consumer Panel of Market Research Corporation of America.





